

## Message Text

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53  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00 AGR-10

TRSE-00 USIA-15 /052 W  
----- 131013

R 260935Z MAR 75  
FM AMEMBASSY SOFIA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 9375  
AMEMBASSY BUCHAREST  
AMEMBASSY BUDAPEST  
AMEMBASSY VIENNA

UNCLAS SOFIA 0552

E.O. 11652: NA  
TAGS: BEXP, HU, RO, AU  
SUBJECT: AGRICULTURAL TECHNICAL SALES SEMINAR

FOR COMMERCE - OIM/SAD/CROSLEY; BEWT/TPD/THOMPSON NAOM VERZARIU  
VIENNA FOR EAST/WEST TRADE CENTER

1. SEMINAR MEMBERS ARRIVED IN SOFIA ON THE MORNING OF MARCH 20, AND  
WERE HOSTED AND BRIEFED THAT EVENING AT A COCKTAIL AT THE RESIDENCE O  
F  
THE AMBASSADOR. ON MARCH 21, AT 0900, THE CONFERENCE WAS OFFICIALLY  
OPENED BY BRIEF SPEECHES DELIVERED BY THE AMBASSADOR AND SEMINAR  
CHAIRMAN. APPROXIMATELY 120 BULGARIAN REPRESENTATIVES OF THE CHEMICA  
L  
AND AGRICULTURAL MINISTRIES, RESEARCH INSTITUTES AND TRADE ORGAN-  
IZATIONS REGISTERED TO ATTEND. ON THE SECOND DAY OF THE SEMINAR, ON  
MARCH 22, THE AUDIENCE NUMBERED ABOUT 80 PEOPLE. DURING COFFEE  
BREAKS AND BUFFET LUNCHES SCHEDULED AT THE SEMINAR SITE, INFORMAL  
BUSINESS MEETINGS BETWEEN THE US DELEGATION MEMBERS AND BULGARIAN  
OFFICIALS TOOK PLACE. THE SEMINAR WAS CLOSED BY BRIEF ADDRESSES  
GIVEN BY THE CHAIRMAN, COMMERCE COORDINATOR AND THE AMBASSADOR.  
COMMEMORATIVE MEDALS WERE PRESENTED ON BEHALF OF THE SEMINAR  
DELEGATION AND THE DEPARTMENT OF COMMERCE TO THE MINISTRY OF  
AGRICULTURE AND BULGARREKLAMA, THE ORGANIZING BULGARIAN ENTITY.  
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ON SUNDAY, MARCH 23, A GROUP OF THE SEMINAR MEMBERS VISITED THE

HISTORIC RILA MONASTERY, ABOUT 60 MILES FROM SOFIA. ON MARCH 24, ADDITIONAL PRIVATE MEETINGS BETWEEN COMPANY REPRESENTATIVES AND BULGARIAN OFFICIALS TOOK PLACE AS WELL AS A VISIT BY THE SEMINAR CHAIRMAN AND COORDINATOR TO THE MINISTRY OF AGRICULTURE. DURING THE LATTER MEETING, ATTENDED BY SEVERAL BULGARIAN DEPARTMENT HEARS, THE SUBJECTS OF PESTICIDE REGISTRATION IN THE US AND EPA REGULATIONS WERE DISCUSSED. A LATER MEETING ON THE SAME DAY AT THE CENTER OF HYGIENE WAS ATTENDED BY ALL THE US DELEGATION, AND COVERED HERBICIDE APPLICATION AND TOXICOLOGY PROBLEMS. THE US DELEGATION DEPARTED ON TUESDAY MORNING, MARCH 25, FOR BUDAPEST.

2. AS WAS THE CASE IN ROMANIA, MOST OF THE US COMPANIES REPRESENTED AT THE SEMINAR WERE WELL KNOWN IN BULGARIA. THE SEMINAR SERVED AS A FORUM WHERE THE US DELEGATION WAS ABLE TO ADDRESS AN ASSEMBLED AUDIENCE OF END-USERS, INSTITUTE RESEARCHERS AND MINISTRY OFFICIALS, AND, AT THE SAME TIME, CONDUCT MULTIPLE BUSINESS DISCUSSIONS OVER A SHORT TIME SPAN. THE REACTION OF THE BULGARIAN AUDIENCE, WHILE REFLECTING A DESIRE FOR MORE TECHNICAL INFORMATION ON SPECIFIC AGRICULTURAL CHEMICALS (E.G., HERBICIDES), WAS OVERALL VERY FAVORABLE AND THE GENERALLY EXPRESSED FEELING WAS THAT A SIMILAR EFFORT SHOULD BE PROGRAMMED FOR NEXT YEAR.

3. BUDGET UPDATE (LEVA 1.20 PER \$1.00)

COMMERCE BUDGET

CHAIRMAN AND COORDINATOR ACCOMODATION	\$602
PRINTING OF INVITATIONS AND SIGNS	161
PHOTOGRAPHER	50
MEETING HALL AND EQUIPMENT	656
INTERPRETERS/SECRETARY/PROJECTOR OPERATOR	357
	\$1826

ALLOCATED \$2025

WITHDRAW \$150

HOSPITALITY BUDGET

AMBASSADOR'S RECEPTION	\$ 50
COFFEE BREAKS (2)	206
BUFFET LUNCHES (2)	1294
CHAIRMAN'S SUITE REFRESHMENTS	20
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RILA MONASTERY TRIP	70
TRANSPORTATION TO AND FROM AIRPORT	40
	\$1680

HERZ

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
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**Disposition Comment:**  
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**TAGS:** BEXP, HU, RO, AU  
**To:** COM  
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